

Major MILLER. George Miller, sir.

The purpose of this contract was to try to determine what factors influence career selection by outstanding young men in our secondary schools throughout the United States.

Not only what factors interest them specifically, but also what factors are deemed to be influential by their teachers, their guidance counselors, and their parents, so that, in fact, we can attract the highest quality, the finest young men in the United States to desire, seek out, and obtain appointment to the Military Academy.

We have great confidence in our Academy to produce and train a fine young man, but the finer the young man who comes in, the better the product for the Army. And so we were trying to determine what factors are involved in career selection for the outstanding young man throughout our secondary schools.

Mr. COURTNEY. Well, what communication recommendations—what method of communications have been recommended?

Major MILLER. There have been no recommendations made as yet. The study involves determining what communications means might be used to communicate an image of the Military Academy and of the Army as a career, which would be desirable in the eyes of the outstanding young man and his counselors.

Mr. KITCHIN. This is a high-class advertising project? Isn't that essentially what it is? Not from the standpoint of pictures on bulletin boards.

Major MILLER. No.

Mr. KITCHEN. No, but I mean it is advertising with respect to the quality of education, the necessity for career personnel—something that will attract the young man to want to go and make a career of this.

Major MILLER. Yes, sir. It is trying to find out what should be done in this field.

Mr. KITCHIN. Now, when you find out, the Congress would be absolutely interested and eager to know. [Laughter.]

Because I know some of the situations arise almost weekly with reference to congressional appointments, whereby the Congressman has utilized every available piece of information at his hand with reference to the individual's school, background, personality, et cetera, and then uses the good judgment that he has with reference to his knowledge of the family and whether he in his opinion thinks that the boy is qualified and wants to make a career, and sometimes with all of that information we fall flat on our faces—having a boy either flunk out intentionally to get out of the Military Academy, or having him not turn out to be the type of guy we thought he was.

So if that does result in any concrete information of any benefit, we would like to know about it.

Major MILLER. Certainly, the intention is to communicate to Congress any information that is found out, sir.

But more to the point, if we can have a result arise that we do stimulate more outstanding young men to request you to nominate them, then you have a greater selection and can thereby have a greater field from which to choose.

Mr. HÉBERT. You can't get any more than the number of appointments you are allowed, no matter how much time you spend. And, for every 1 you appoint, you make 10 enemies.